

Businesses in our Economy

20 Points

Research 2 Businesses of your choice and answer the following questions below for **EACH** business in a presentation using Keynote, Google Presentation or other tool that effectively communicates your answers.

Make sure you include the example of an advertisement within the presentation. You will share your businesses with the class. Use visuals to assist the presentation.

CONTENT

- 1. What is the name of the business?**
- 2. Where are they located?**
 - a. Headquarters, and some of the Iowa Locations
- 3. What does the business do?**
 - a. Describe in detail the products and services available as well as the activities of the business.
 - b. Identify Brands the business sells or explain that the business is the brand.
 - c. Include a **Video** about the business.
- 4. Current News**
 - a. Find a recent news article about the business and provide a short summary of the the current event.
- 5. How does the business participate in the communities around them?**
- 6. Advertisement**
 - a. Find a specific Advertising example that the business uses to help promote – Include in the presentation or provide an actually example
- 7. What is a job opportunity within the business?**
 - a. Describe a position. If there are currently no opportunities available, explain what could you do to make them aware you would like to work for them?
- 8. What do you think the business does very successfully? Give an example.**
- 9. What is something that you would suggest to them that they should improve? Give an example.**
- 10. Identify a characteristic about the business that you find unique.**